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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/705,732	11/10/2003	Thomas E. Coleman	1438.022US1	4294
21186	7590	12/26/2006	EXAMINER	
SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A.			JACKSON, JENISE E	
P.O. BOX 2938			ART UNIT	PAPER NUMBER
MINNEAPOLIS, MN 55402			2131	
SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE		DELIVERY MODE	
3 MONTHS	12/26/2006		PAPER	

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

Office Action Summary	Application No.	Applicant(s)	
	10/705,732	COLEMAN, THOMAS E.	
	Examiner	Art Unit	
	Jenise E. Jackson	2131	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 07 March 2005.

2a) This action is FINAL. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-4 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1-4 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

)

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.

 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

 1. Certified copies of the priority documents have been received.

 2. Certified copies of the priority documents have been received in Application No. _____.

 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)

2) Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____

5) Notice of Informal Patent Application

6) Other: _____

DETAILED ACTION

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

2. Claims 1-2 are rejected under 35 U.S.C. 102(b) as being anticipated by O'Neil et al(5,987,440).

3. As per claim 1, O'Neil discloses managing privacy in transactions(figure 29 and 30, sheet 29 and 30), notifying entities involved in transactions of restrictions on the use of personal and transaction data(see col. 6, lines 33-64); designating a secure data rights organization(i.e. E-metro community) to receive and hold the personal and transaction data(see col. 6, lines 20-23); and granting limited rights to the secure data rights organization for the use of data on a predetermined basis(see col. 12, lines 55-67, col. 13, lines 1-3).

4. As per claim 2, O'Neil discloses managing privacy of persons in transactions(fig. 29 and 30, sheet 29 and 30), a plurality of personal privacy notifications in electronically transmittable form(see col. 6, lines 33-64, col. 14, lines 8-11), the notifications for delivery to other parties involved in transactions of persons(col. 14, lines 8-11); a profile controller in communication with the information in the database from providing profiles of personal data to third parties on a predetermined basis(see col. 12, lines 55-67, col. 13, lines 1-3, col. 14, lines 8-25).

5. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

6. Claims 3-4 are rejected under 35 U.S.C. 102(e) as being anticipated by Herz(6,460,036).

7. As per claim 3, Herz discloses delivering selected content and targeted recipient-specific commercial messages(see col. 6, lines 3-65), providing content transmission system to provide selectable content to recipients(see col. 5, lines 50-67, col. 6, lines 3-35); holding confidential personal profiles of recipients(see col. 4, lines 43-45); providing a plurality of commercial messages intended for presentation to selected individuals according to personal profiles; and integrating the transmission of content selected by a recipient and individually targeted commercial messages selected according to recipient profile, for presentation to the recipient(see col. 6, lines 63-67, col. 7, lines 1-12).

8. As per claim 4, Herz discloses delivery of broadcast content and recipient specific commercial messages(see col. 6, lines 3-65), a content transmission system connectable to provide selectable content to recipients; a privacy trust holding personal profiles of recipients(see col. 30, lines 41-66); and ad server holding a plurality of commercial messages intended for presentation to selected individuals according to personal profiles(see col. 30, lines 63-66); an integrator connected for control of the content transmission system and ad server to provide

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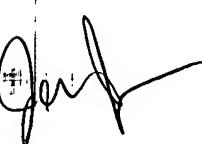
content selected by a recipient and individually targeted commercial messages selected according to recipient profile(see col. 6, lines 63-67, col. 7, lines 1-12).

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jenise E. Jackson whose telephone number is (571) 272-3791. The examiner can normally be reached on M-Th (6:00 a.m. - 3:30 p.m.) alternate Friday's.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ayaz Sheikh can be reached on (571) 272-3795. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



December 17, 2006

CHRISTOPHER REVAK
PRIMARY EXAMINER

